

ABDEL MONEIM MOKHTAR

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PROFESSIONAL SUMMARY

Dedicated and innovative executive and sales and marketing professional with 22 years in the hospitality industry. Experience in hotel business development, clients relationship management and strategic planning. Skilled in building and optimizing teams for driving results.

SKILLS

- Team Leadership
- Sales Management
- Business Development
- Budget Management
- Marketing
- Revenue Management
- Financial Analysis
- Clients relationship Management

WORK HISTORY

2017 to Current

Director of Sales and Marketing

Cataract Hotels and Resorts – Sharm El Sheikh, South Sinai

- Manage all sales and Marketing along with event service activities. Scope of accountability includes strategic planning, competitive analysis, marketing positioning, new business development, new product introduction, staff training and development, building strategic partnerships and building / maintaining clients relationships.
- Improved sales policies and practices. Defined the sales cycle, created current job discretions, and developed standards for customer relationship management.
- Increased revenues and produced new revenue streams by expanding and restricting marketing territories for all sellers.
- Wage effective yearly marketing campaigns, increasing sales annually while improving the popularity and integrity of our brand.
- Lead daily business revenue and weekly tentative review process. Attend weekly meetings include revenue strategies, marketing, pick up and operation.
- Developed and implemented marketing and revenue tactics including but not limited to: Hotel booking guidelines, marketing plan, Hotel sales team deployment, future group revenue targets, websites, policies and procedures.
- Drove Revenues to all area of hotel including rooms, food and beverage.
- Developed new supplement markets in Lebanon, Jordan, Kazakhstan and most of CIS countries to offset the impact on the travel markets to hotel.
- Initiated two key partnerships result 54% revenue growth.
- Achieved 10% over the YTD budget revenue for the year 2018. Manage the development of a strategic account plan for the demand generators in the market.
- Manage the property's reactive and proactive sales efforts.

- Determine and develops marketing communication activities, in conjunction with Regional Marketing Communications.
- Provide customer intelligence in evaluating the market and economic trends that may lead to changes in sales strategy to meet or exceed customer expectations.
- Review the Strategic Alignment Review report, competitive shopping reports and uses other resources to maintain an awareness of the hotel's market position.
- Research competitor's sales team strategies to identify ways to grow occupancy and RevPAR and increase market share.
- Attends sales strategy meetings to provide input on weekly and overall sales strategy.
- Suggest innovative marketing ideas and develops deployment strategies to continue to grow market share.
- Evaluate and supports participation and account deployment with Area Sales and Group Sales within the Sales Office.

2012 to 2017

Assistant Director of Sales

Domina Coral Bay Hotels – Sharm El Sheikh, South Sinai

- Participate in the implementation of marketing and sales strategies that support achievement of the hotel's goals
- Prepare proposals and contracts that are geared to maximize profit while satisfying client needs
- Use outside sales calls, prospecting, hotels tours and hosting of clients to solicit new business
- Review individual and team goals on a weekly basis; recommend and takes appropriate actions to achieve objectives in key result areas
- Ensure all materials used are in accordance with brand standards.
- Develop business through direct sales for the assigned markets.
- Achieve personal and team goals as assigned.
- Negotiate guest room rates, meeting room rental, function space, and/or hotel services within approved booking guidelines.
- Monitor and handle inquiry calls and provide client proposals in accordance with established departmental policies and procedures.

2010 to 2012

Regional Sales Manager and Revenue Support

Palmariva Egypt Hotels and Resorts – Sharm El Sheikh, South Sinai

- Arrange and conduct special events, site inspections, and off-site presentations for potential clients.
- Entertain clients in accordance with established company and hotel policies and guidelines.
- Maintain client files and update information daily in accordance with established departmental policies and procedures.
- Attend and represent the hotels at travel exhibitions and conventions and/or participate in sales trips to key feeder markets.

2009 to 2010

Sales Manager

Domina Coral Bay Hotels – Sharm El Sheikh, South Sinai

- Solicit assigned accounts to achieve or exceed budgeted rooms revenue and to improve performance in the marketplace.
- Monitor production and evaluate trends within the market.
- Comply with attainment of individual goals.
- Meet or exceed sales solicitation call goals as assigned by the Management.
- Invite clients to the hotel for entertainment, lunches, tours and site inspections, etc.
- Assist in implementing special promotions relating to direct sales segments
- Participate in weekly Sales, Operations and BEO meetings.
- Prepare proposals for Corporate and Preferred Corporate clients.
- Professionally represent the hotel by participating in client and industry functions.

2007 to 2009

Sales Manager

Harmony Makadi Bay Hotel – Hurghada, Red Sea

- Assist in developing and implementing sales plans.
- May also participate in the annual budgeting and planning process.
- Perform other duties as assigned.
- Interact with the Guests - to ensure their total satisfaction Follow up with clients regularly during and after departure to ensure satisfaction and secure future bookings.
- Promote teamwork and quality service through daily communication and coordination with other departments.
- Key departmental contacts include all hotel departments.
- Achieve a monthly personal room and revenue sales goal.
- Experience of building, implementing and following sales & marketing plan.

1996 to 2003

Domina Club Desk Manager

Domina Coral Bay Hotels – Sharm El Sheikh, South Sinai

- Handle Front Office operation (Reservation, Reception and Cashier) for 334 Timeshare units, 450 Apartments and 80 Villas
- Assist guests with check-in and out as well as giving support and assisting the Front Desk staff with any questions or guest situations.
- Greet and welcome owners/guests upon arrival.
- Register guests into the computer, verifying reservation, address, and credit information. Accept payment for guest accounts at check in and check out.
- Responsible for training and direction of new department Team Members.
- Ensure all Front Office quality standards are complied with and that all policies and procedures are consistently applied.
- Provide ongoing training and support to Front Desk Agents.
- Make a deposit and accurate report of receipts daily.
- Supervise the front desk agents, ensuring the correct sequences of events for proper registration and check out of guests.

- Assign specific tasks to subordinates relative to credit, missing addresses, registration cards, posting charges, and overall cleanliness and organization of the front desk. Post miscellaneous charges as requested.
- Maintain a daily log of all guests' opportunities with corrective action steps.
- Follow up on any unresolved situations in a timely manner and pass on appropriate information to other Manager/Supervisors for handling.
- Regular attendance in conformance with the standards, which may be established and revised by The Management from time to time.

PERSONAL INFORMATION

Nationality: Egyptian

Date of Birth: 25/05/1971

Marital Status: Single

EDUCATION

2019

BBA: Tourism and Hotels

Mansoura University - Mansoura, Dakahlia Governorate

SKILLS

- Experienced in all facets of inside sales, outside sales, customer service and training.
- Customer-orientated with superior time management skills
- Motivated skilled in leading teams to set record-high sales figures, expand existing territories and develop new accounts.
- Microsoft Office (Word, Excel, Power Point, Outlook)
- PMS (Opera, Fidelio)

LANGUAGES

- Arabic: Mother Tongue
- English: Fluent
- Italian: Very Good
- Russian: Fair

ADDITIONAL INFORMATION

- Nationality : Egyptian
- Date of Birth : 25/05/1971
- Marital Status : Single